Business Domain: Customer Support (E-Commerce)

Problem:

E-commerce companies often face a high volume of repetitive customer inquiries—order status, return policies, refund timelines—which leads to long wait times, overwhelmed support teams, and poor customer satisfaction.

Proposed AI Agent: Smart Support Bot

The AI Agent will act as a 24/7 multilingual virtual assistant embedded on the company's website and mobile app. It will:

a. Instantly respond to common queries (order status, cancellations, delivery ETA).

b. Handle returns and refunds based on dynamic policies.

c. Escalate complex issues to human agents with conversation history.

It will use natural language processing (NLP) for understanding customer intent and context retention for multi-turn conversations.

Impact (Measurable Benefits):

a. Time Saved: Reduces average response time from 8 minutes to under 1 minute.
b. Cost Reduction: Cuts support staff workload by 40%, leading to a projected 25% reduction in operational costs.

User Interaction (Bonus):

Users interact via **text-based chat**, with future scope for **voice-based support** through smart speakers or mobile apps.